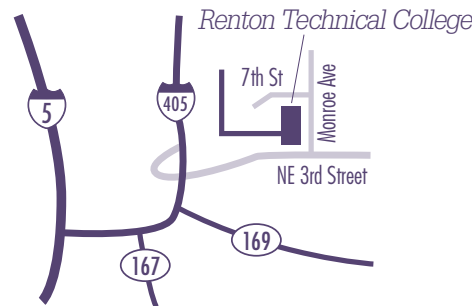


### Thanks to Renton Technical College

for donating space to make this fair possible, and to the many agency and organization representatives who contributed their time to make this fair a reality.



### Directions

Renton Technical College  
3000 NE 4th Street, Renton

**From I-405 Northbound:** take Bronson Way/Maple Valley Exit 4. Take Renton Exit 4B. Turn right at bottom of ramp. At next stoplight turn right onto Sunset Blvd. Go one block, turn right onto NE 3rd (at stoplight). Follow NE 3rd to top of hill. RTC is on the left after you crest the hill. Turn left on Monroe Ave NE to access main entrance.

**From I-405 Southbound:** take Renton Exit 4, merge onto Sunset Blvd. Turn left at first stoplight onto NE 3rd. Follow NE 3rd to top of hill. RTC is on the left after you crest the hill. Turn left on Monroe Ave NE to access main entrance.

Renton Technical College meets the American Disabilities Act requirements. Persons with disabilities requiring special accommodations should call **(206) 220-5590 x2** or **TDD (206) 220-6030** to make appropriate arrangements.

**Food and beverages will be available for purchase at the college.**

Additional copies of this flyer are available by  
**FAX: 1-800-647-7706**, menu item 503,  
or on the Internet at **www.bizfair.org**

DESIGN: Betty Hageman Graphic Design © 2001

# Free!

## BIZfair

**Washington  
Small Business  
Fair**

**www.bizfair.org**

### Starting a business?

*Talk to representatives* from federal, state and local government agencies, local chambers of commerce, and business and trade associations at more than fifty booths.

## BIZfair 2001

### Expanding your business?

*Attend seminars* on a wide variety of topics, taught by business experts. Hear from successful small business people.

Looking for tips on how to succeed?  
The Washington Small Business Fair can help *turn your dream into a reality!*

**1 day  
YOU CAN'T  
AFFORD  
TO MISS!**

**SATURDAY  
8:30 AM - 4:00 PM  
September 8, 2001**  
Renton Technical College  
Renton WA



## Washington Small Business Fair

### 8:30 AM • WELCOME AND ORIENTATION

### 9:00 – 4:00 PM • Resource Center Open

#### SCHEDULE OF SEMINARS

##### 9:00 AM

- 1 Where Do I Start?**  
How do I turn a dream into reality? Ideas . . . options . . . how to get started.  
*Repeated at 10:00 AM*
- 2 Business Law Essentials**  
Learn how to select a legal structure, register a trade name, negotiate a lease, put agreements in writing, find the right lawyer, and deal with other challenges you may encounter when starting or running a business.  
*Repeated at 11:00 AM*
- 3 Smart Money Management**  
Managing your money . . . when are you too much in debt? Who gets paid first? What help is available? What records should you keep?
- 4 Finding Affordable Benefits for You and Your Employees**  
What resources are available? Where do you start?
- 5 What Can a Website do for My Business?**  
Learn about the costs and benefits of having a website and options for developing a site. Should your website be designed to simply provide information or to transact commerce?
- 6 Licensing Made Simple – State of Washington**  
What you need to know about getting a business license in Washington State.

- 7 Taxes and the New Sole Proprietor**  
Important information every small business owner needs to know about federal tax responsibilities, including which forms to file, what taxes to pay, and when to pay them.  
*Repeated at 1:30 PM*
- 8 Building Your Team of Professional Advisors**  
What you should know before you hire a business advisor (lawyer, accountant or bookkeeper). How to get the best services at the best prices – sometimes even for free.

##### 10:00 AM

#### BUILDING A COMPANY AND A MANGEMENT TEAM... ONE STEP AT A TIME!

Meet **Tom O'Keefe**, CEO and founder of *Tully's Coffee*. Hear about his experiences starting Tully's and how he's made it into the company it is today. O'Keefe's passion for good coffee and good business is enhanced by his commitment to the community.

##### 10:00 AM

- 1 Developing a Business Plan**  
Learn why a business plan is essential and how to write one.  
*Repeated at 11:00 AM*
- 2 Where Do I Start?**  
*Repeated from 9:00 AM*
- 3 Financing Options – How To Get Money for Your Business**  
Learn about traditional and alternative sources of financing to start or expand your business.  
*Repeated at 1:30 PM*

##### 11:00 AM

#### WHAT WILL THE ECONOMY LOOK LIKE IN 2001?

Meet **Michael Parks**, editor of *Marple's Business Newsletter*. His twice-monthly journal covers business news and trends in the Pacific Northwest. Learn what trends economists predict for Washington State.

##### 11:00 AM

- 1 Developing a Business Plan**  
*Repeated from 10:00 AM*

- 2 Cash Flow Management Strategies**  
Is your business thriving but your cash flow floundering? Learn how to evaluate and anticipate your business success by analyzing and using financial statements.  
*Repeated at 2:30 PM*
- 3 Developing Your Business – Making It Grow**  
Review your business operations and develop a market strategy to plan for expansion. Focus on how to attract and maintain a customer base.
- 4 Creating a Successful Website**  
Want to create a website that attracts visitors and keeps customers coming back? Learn about the different options for designing a website, the importance of choosing a domain name and ways to make your site user friendly.
- 5 Business Law Essentials**  
*Repeated from 9:00 AM*
- 6 Business Licensing with Municipalities**  
Learn which taxes, licenses, and regulations apply to your business.
- 7 What About that Darn Sales Tax?**  
Learn when Washington State sales tax needs to be collected and how to compute the correct amounts.

### NOON – 1:30 PM • PANEL DISCUSSION

#### SMALL BUSINESS OWNERSHIP: TIPS FOR SUCCESS

Panel discussion led by **Peter Santucci**, Editor, *Washington CEO* magazine. Hear "REAL LIFE" experiences of successful small business owners, and have an opportunity to ask them your questions.

##### 1:30 PM

- 1 Financing Options – How To Get Money for Your Business**  
*Repeated from 10:00 AM*
- 2 Marketing 101**  
Effective marketing on a shoestring. Small business marketing secrets, advertising ideas, and strategies.  
*Repeated at 2:30 PM*

## hands On: Using the Internet as a Research Tool

Come learn how to navigate the Internet and find the best websites for small businesses.

**Open from 9:00AM – 3:00PM**

- 3 Effective Business Writing**  
Write clear and effective business documents – without the headaches. Learn to clarify your message, avoid common mistakes, and write documents that get results.
- 4 Taxes and the New Sole Proprietor**  
*Repeated from 9:00 AM*
- 5 What Insurance Do I Need? Where Can I Get It?**  
Information on liability, health, disability, property, and other types of insurance for your business.
- 6 "Casual Labor": Employees vs. Independent Contractors**  
Learn how to tell the difference between the two and your responsibilities for each type.
- 7 Bringing the World to Your Website**  
Learn how to make your website a "traffic magnet" by effectively using search engines, establishing good links and other marketing strategies.
- 8 Customer Service – It's Not What YOU Want, It's What THEY Want**  
How customer service impacts your business.

##### 2:30 PM

- 1 Cash Flow Management Strategies**  
*Repeated from 11:00 AM*
- 2 Keys to Small Business Success**  
Secret weapons and common mistakes. Strategies for success and avoiding pitfalls.
- 3 Software Solutions for Bookkeeping**  
Simplify your bookkeeping. Demonstrations of different software packages for small business accounting and bookkeeping.
- 4 Even if It's in Your Home, It's Still a Business**  
Tips on how to run a successful home-based business.
- 5 Marketing 101**  
*Repeated from 1:30 PM*
- 6 Start Your Own Import Business**  
The basics – import transactions, market research, pricing, U.S. Custom regulations, logistics, and more.
- 7 E-Commerce: Creating a Successful Online Store**  
Develop an e-commerce plan for your small business and learn what it takes to sell your products or services through your website.

### 3:30 PM • Prize Drawing

### 4:00 PM • Resource Center Closes